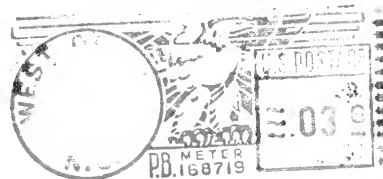


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TINELSON
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*One Day
the President and
the Office Manager
Got Their Heads
Together...*



"Look, George," said the President, "what about those girls of yours? Isn't it time we did something for them?"

"What do you mean, J. B.?" said the Office Manager.

"Well--we have training and morale-boosting programs for lots of our personnel but it seems to me that we've sort of overlooked the office staff. And those girls of yours are mighty important. When they're enthusiastic, they do us a whale of a lot of good. When they get careless or disinterested, there's the devil to pay--errors, customers offended, work that has to be done over--you name it!"

"I can't dispute that, J. B.," replied the Office Manager. "But most of the office training material I've seen is so dull I'm afraid the girls might resent it. And the most important thing isn't necessarily office skills anyway--it's attitude. If a girl has the right attitude, she'll develop the skills she needs--with training or without it."

"I agree with you 100%," said J. B. "So why don't we consider something like these?" He tossed a couple of issues of PAM SAYS across the desk.

George grinned. "You're stealing my thunder. I investigated this program six months ago--got a few samples and tried them on the girls. They liked them a lot. Frankly, they're more impressed when PAM says something than they are by my needling and lectures on the same subject. I was about to subscribe for our girls when you announced that economy program--so I let it go for the time being."

"I'm all in favor of economy," said J. B., "but I really

think this comes under the heading of spending money to make money. If it helps even a few of the girls, it'll be a real bargain. Let's give it a whirl."

* * * * *

The above story is strictly fictitious. Frankly, we wish it weren't. We wish every company president and office manager would sit down together, discuss the same problem, and examine a few copies of PAM SAYS.

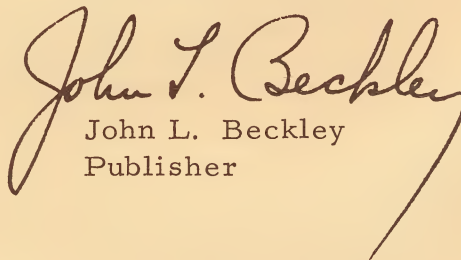
Are you tired of haranguing girls about tardiness, errors, and over-long coffee breaks? About inappropriate dress, heavy perfume, and excessive socializing? About lack of enthusiasm, lack of interest, lack of loyalty to the company? And about 342 other things?

Why not let PAM do it? It may open your eyes to find that a third party, talking as one woman to another, carries a surprising impact--especially someone who lays it on the line in the refreshing way PAM does. The girls read and enjoy her twice-a-month messages. They frankly admit she hits the nail right on the head. The only objection the girls have ever registered with us is that there ought to be a similar service for men.

Don't take our word for it--try this service right in your own office and see the results for yourself. Just give me your permission on the enclosed card to send you copies of PAM SAYS, one for each girl in your office. If your girls are not enthusiastic about these bulletins... if you don't notice a definite improvement in their attitudes and work... just drop me a line and tell us to cancel your service. No salesman will call, there is nothing to return, and the unused balance of any amount you may have paid will be refunded immediately.

PAM SAYS has the most enthusiastic customers of any training program we offer. The girls like to receive it and the boss likes the way they react to PAM'S suggestions. Don't miss this opportunity to try it for your entire office staff. Send in your reservation card today.

Sincerely,



John L. Beckley
Publisher

ps/b

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- help improve and sharpen secretarial skills and attitudes.

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3. You may stop the service at any time, for any reason, and pay only for those issues already received. We will send you an immediate refund for any unused balance of your subscription.



Pam Says

(SAMPLE ISSUE)

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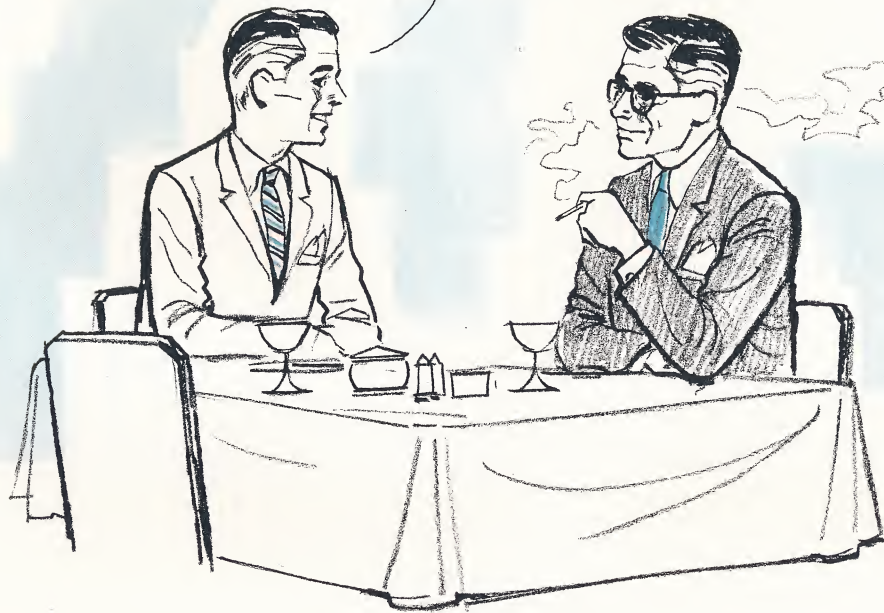
PERSONALITY PLUS

1. The girl who handles most of our incoming calls has a terrific telephone personality. Just from the way she answers the phone you can tell she is delighted that you called and would love to help you.



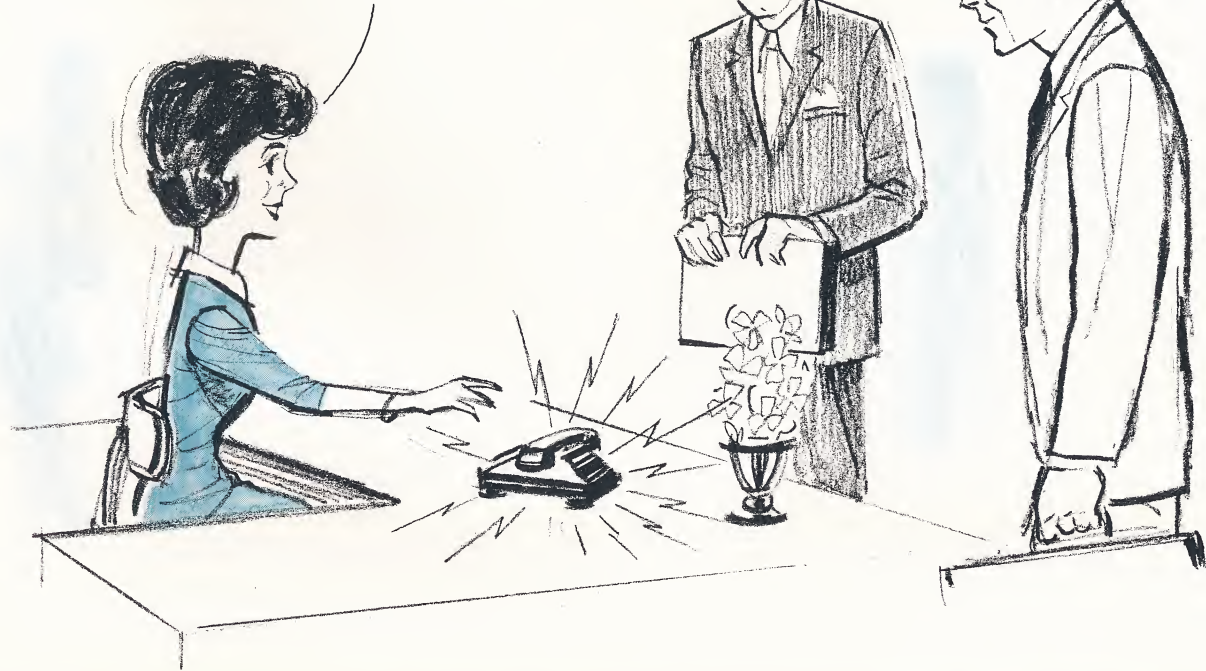
- 2.** Hardly a week passes without some customer or supplier taking the trouble to tell us how pleasantly his call was handled. She does an important goodwill job for our organization. You can do the same for your company, your boss, and yourself. Or vice versa. It all depends on your attitude toward the telephone and that unknown person on the other end.

*"That gal who answers
your phone is terrific!"*



- 3.** When the phone rings, it may be anybody—the president of your company, your biggest customer, the boss's wife, or a clerk in the file room. That means there is only one way to answer the phone—ever: promptly and pleasantly! If it happens to be the clerk in the file room, she'll appreciate your courtesy too.

*"Excuse me a
minute, please!"*



4. Sure there are times when the last thing in the world you want to hear is the phone ringing! But the person who calls isn't aware of your problems. And he isn't going to like it a bit if you let the annoyance show in your voice or manner.



- 5.** One of the tests of a good secretary is the way she handles the telephone under pressure—calmly, courteously. She doesn't panic, and she doesn't take it out on the innocent party on the other end of the line.



- 6.** Maybe your boss is a V.I.P.—but don't let it show by the haughty way you answer the phone. When you have to screen calls, do it pleasantly, cheerfully and considerately: "May I tell him who is calling?" "May I tell him what you are calling about?" Courtesy pays, from the top down as well as from the bottom up. Answer that phone with personality plus!

*"He won't be back today-- is there
any way I could help you.?"*



WHAT WOULD YOU DO?

Your boss is out of town for the rest of the week. A customer calls for him by long distance telephone. When you ask if there is anything you can do, he tells you that some merchandise your boss promised him a week ago hasn't arrived. What would you do?



1. Tell the customer you don't know anything about it, but you'll have your boss call him first thing Monday morning.
2. Tell him that, if your boss promised it, it must have been shipped. Assure him it will show up in a day or two.
3. Get enough facts to identify the order. Then tell him you'll investigate and call him back later in the day.

(For Pam's comment on your choice, see next page.)

"What happened to this? The customer is having a fit!"



PAM'S COMMENT:

1. He wants help **right now**. Is that the best you can do?
2. Very risky. You're not helping a bit—just trying to stall.
3. Good! If you don't know how to check up on the order, get your boss on the phone and find out. If it's a significant customer, maybe you'd better call the boss anyway—he may want to make his own apologies.

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in Office Training!*



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for samples
of actual
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CONTROL YOUR EMOTIONS!

1. Most of us girls are tempted once in a while to "ham it up." We're female, after all, and therefore victims to all those weaknesses



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THAT OLD DEVIL, FILING!

1. Is there any one of us office girls who escapes filing in some form or other? Pretty dull work, isn't it? Unfortunately, it's also frighteningly important. Good filing is essential for an efficient office.



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BEING ON TIME

1. Some of the facts of business life are hard to face. Punctuality, for instance. But face it we must. Whether punctuality comes easily—or whether it's a constant effort to "make it on time", being late is a luxury a smart business girl simply doesn't indulge in.



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THE SECRET

1. What makes a "v
Looks? Charm? B
several employers—
several different an
they don't agree on



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GOSSIP AND RUMOR

Office routine gets tedious at times, and women do love to gossip! When there isn't any legitimate news to talk about, there are always people who can invent some.

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ORGANIZE YOUR WORK

1. Having organized your homelife with the last issue, now let's get organized on the job. Whether you call it work simplification, streamlining, or simply tidying your mind—it must be done.



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THE SECRET INGREDIENT

1. What makes a "wonderful" office girl? Looks? Charm? Brains? Skills? Ask several employers—you'll probably get several different answers. But see if they don't agree on one magic quality—



"Yes, she was always so enthusiastic about her job."
 "Hate to see Mary go."



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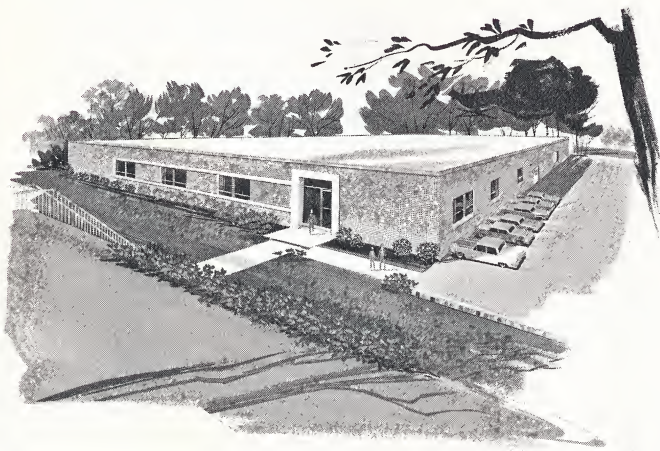
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